



# Scaling Lean: Mastering the Key Metrics for Startup Growth

By Ash Maurya



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**A hands-on guide to the metrics that matter most to young tech startups.**

In the early stages of a tech startup's life, it's hard to decipher the meaningful metrics from the distractions. How do you know if your product is working? Is it the number of new signups? Average amount of time spent on the site? Revenue, even if you don't have a revenue model yet?

In *Scaling Lean*, serial entrepreneur and author of the startup cult classic *Running Lean* Ash Maurya offers a tactical handbook for measuring and scaling a tech startup with maximum efficiency and efficacy. Maurya pairs real-world examples of startups like Airbnb and Dropbox with techniques and language from the manufacturing world to create a new model for measuring and describing an early stage startup's success. *Scaling Lean* is an indispensable handbook for startup founders graduating from the incubator stage to build their business in the real world.



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### Editorial Review

#### Review

"A battle-tested approach to building companies that matter."

—**Eric Ries**, author of *The Lean Startup*

"A practical field guide to smarter decision-making at the early stages of a business."

—**Brad Feld**, managing director of Foundry Group

"A smart book for smart founders who seek to make an impact. It will forever change the way you see your project."

—**Seth Godin**, author of *Linchpin*

"*Scaling Lean* is the lost guide to adopting lean practices in a growing product team. You need this book!"

—**Nir Eyal**, author of *Hooked*

"If you want to build a successful business, you need to take an analytical approach. This book shows you how."

—**Gabriel Weinberg**, coauthor of *Traction*

"We tend to teach entrepreneurship as if we are physicists only interested in the first femtosecond of The Big Bang, assuming success is assured after those crucial early moments. *Scaling Lean* is about what happens *after* your company's Big Bang: how to perform the many customer experiments needed to win your startup the traction to escape its black holes."

—**Bob Metcalfe**, Ethernet inventor, 3Com founder, UT Austin Professor of Innovation

#### About the Author

Ash Maurya is the author of *Running Lean* and the creator of the one-page business modeling tool "Lean Canvas." His posts and advice have been featured in Inc. Magazine, Forbes, and Fortune. He regularly hosts sold out workshops around the world and serves as a mentor to several accelerators including TechStars, MaRS, and Capital Factory. He serves on the advisory board of a number of startups, and has consulted to new and established companies. He lives in Austin, TX.

### Users Review

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##### Kathie Richmond:

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**Alberta Smith:**

Book is to be different for each and every grade. Book for children till adult are different content. As it is known to us that book is very important usually. The book *Scaling Lean: Mastering the Key Metrics for Startup Growth* has been making you to know about other understanding and of course you can take more information. It is quite advantages for you. The guide *Scaling Lean: Mastering the Key Metrics for Startup Growth* is not only giving you a lot more new information but also for being your friend when you sense bored. You can spend your current spend time to read your publication. Try to make relationship while using book *Scaling Lean: Mastering the Key Metrics for Startup Growth*. You never truly feel lose out for everything in case you read some books.

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**Vincent Newton:**

Playing with family within a park, coming to see the ocean world or hanging out with friends is thing that usually you have done when you have spare time, after that why you don't try factor that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love *Scaling Lean: Mastering the Key Metrics for Startup Growth*, you could enjoy both. It is good combination right, you still desire to miss it? What kind of hangout type is it? Oh seriously its mind hangout fellas. What? Still don't buy it, oh come on its known as reading friends.

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